

Exhibit 2

Moser, Christina J.

From: Moorman, Courtnei <Courtnei.Moorman@jmsmucker.com>
Sent: Friday, April 03, 2020 3:56 PM
To: Nelsen_Sarah_L
Cc: Condit_Rebecca_L
Subject: RE: Avoiding Trademark Infringement and Consumer Confusion

Dear Sarah,

I write in response to your letter dated March 17, 2020 regarding Hormel's concerns with the packaging for Jif No Added Sugar, a new product launch that was recently announced. We respect the intellectual property rights of others, and appreciate you reaching out to discuss this matter.

Initially, we note that we are not aware of any trademark registrations, applications, or use of the TM symbol by Hormel in connection with the color teal for Skippy peanut butter. Even assuming that Hormel could meet the notoriously difficult standard to establish enforceable trademark rights in a single color, your concerns are unfounded here. Our Jif No Added Sugar product features light blue, not teal. Since our Jif No Added Sugar product is not yet on the market, perhaps the images you saw did not accurately depict the color.

The light blue color was selected for Jif No Added Sugar after our agency determined that blue is the dominant color used by food brands when communicating claims about sugar on products. Like Skippy, our Jif product line uses different colors for different SKUs. Since 1958, our Jif Extra Crunchy peanut butter has used the color blue. Using light blue will allow consumers to differentiate Jif No Added Sugar from Jif Extra Crunchy.

We do not believe there is any risk of consumer confusion between Jif No Added Sugar and Skippy peanut butter, as various shades of blue are common in the nut-spreads category, as shown below:



Of course, consumers will also distinguish between Jif No Added Sugar and Skippy peanut butter based on our house brands and other elements of our respective trade dress. This will eliminate any possibility of confusion between the source of our respective goods.

We hope this information addresses Hormel's concerns. Please feel free to contact me should you have any questions.

COURTNI MOORMAN

Director and Managing Counsel, Trademarks
The J.M. Smucker Company | 330-684-8446



From: Nelsen_Sarah_L <SLNelsen@Hormel.com>
Sent: Thursday, March 26, 2020 10:28 AM
To: Moorman, Courtni <Courtni.Moorman@jmsmucker.com>
Cc: Condit_Rebecca_L <RLCondit@Hormel.com>
Subject: [EXTERNAL] RE: Avoiding Trademark Infringement and Consumer Confusion

Thanks Courtni. I appreciate you providing an update.

From: Moorman, Courtni <Courtni.Moorman@jmsmucker.com>
Sent: Thursday, March 26, 2020 9:01 AM
To: Nelsen_Sarah_L <SLNelsen@Hormel.com>
Cc: Condit_Rebecca_L <RLCondit@Hormel.com>
Subject: [EXTERNAL] RE: Avoiding Trademark Infringement and Consumer Confusion

Sarah,

I received your letter, and am reviewing it with my business team. We will respond shortly, hopefully next week.

COURTNI MOORMAN

Director and Managing Counsel, Trademarks
The J.M. Smucker Company | 330-684-8446



From: Condit_Rebecca_L <RLCondit@Hormel.com>
Sent: Tuesday, March 17, 2020 2:51 PM
To: Moorman, Courtni <Courtni.Moorman@jmsmucker.com>
Cc: Nelsen_Sarah_L <SLNelsen@Hormel.com>
Subject: [EXTERNAL] Avoiding Trademark Infringement and Consumer Confusion

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Good afternoon Courtnei,

I am attaching for you correspondence from our trademark attorney Sarah Nelsen regarding the above referenced matter.

Thank you.

Thank you,

Becki Condit

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